

GOLDSMITH'S BUYERS AND MANAGERS MILLION-DOLLAR SALE

Memphians Are Eager for Real Sincere Goldsmith's Bargains—the Crowds at This Store This Week Said So. Hence This Day Has Been Set Aside to Reduce Hosiery and Underwear in Particular—But Every Other Department Is Affected By the Saving. Now Comes

Hosiery and Underwear Bargain Day

With Its Guaranteed Savings of 15 to 50%

Every One of You Thrifty Men and Women Will Relish These Pre-War Prices

Savings In All Departments

Read Each Item

MARQUETTE CURTAINS, made of excellent quality and highly mercerized material; beautifully hemstitched border with dainty cluny lace edge. Reduced for this day from \$5.00 to **\$2.98**

BATHING SUITS for boys of 6 to 15 years of age. Made of good jersey ribbed cloth in navy blue with white trimmed neck and sleeves, also shirt and pants. Our regular \$1.49 suit; for Friday **\$1.14**

O'CEDAR OIL. The genuine polluting oil, acknowledged the best on the market. The regular 12-oz. 50c size; sacrificed for this day at **29c**

CHINA CUPS AND SAUCERS that sell every day in the week at \$3.50 per dozen. Special set of 6 will go Friday **98c**

SEAMLESS BRUSSELS RUGS; size 9x12 ft. All new oriental patterns. Artistic creations to harmonize with any color scheme. Sensationally reduced from \$45.00; **\$27.48**

MOIRE SILK HANDBAGS. Artistic creations in fancy leathers, containing vanity cases. A wide range of styles and pleasing colors; actual values \$5.98 to \$10.00. Aren't these marvelous bargains at **\$4.98**

DIAPHE VELS. Very desirable chenille dot or scroll effects. Black, brown and taupe. Exceptional values at \$4.00 and \$6.00; reduced for the **\$2.69**

WOMEN'S RAIN-PROOF UMBRELLAS with ivory ring and cord handles. Strong paragon frames. Regularly sell for \$4.50. They are wonderful **BARGAINS \$2.98**

CHIFFON CLOTH AUTO VELS with pretty hemstitched cords, in the finest colors; 36x63 inches. Rich values up to \$2.50. Sale price **\$1.00**

WOMEN'S PURE LINEN HANDKERCHIEFS in delightfully refreshing sport designs and embroidered corners. At any other time 50c; for Friday **35c**

IMPORTED READ BAGS. Good news! Another shipment arrived in time for the big sale. These have fancy silk lining, are fringed or with tassels. The biggest reduction in **\$2.98**

WOMEN'S SHEER LACE HANDKERCHIEFS with colored or tape borders and embroidered corners. Exceptional values; worth 15c and 20c; 9c or **\$1.00**

MEN'S 20c READY-TO-USE COTTON HANDKERCHIEFS. Full size. Everyday 20c sellers; reduced for the Buyers and Managers sale, 9c or a **\$1.00**

MOTOR HATS in beautiful silks, poplins and pongees. Assortment of colors and chic styles. Marked \$3.00 to \$7.50; **1/3 Off** for this sale

CHARMING SPORT DRESSES of taffeta, crepe de chine, georgette and foulards. A superb variety of dark and light colors. Fancy skirt models. Exquisite dresses that sell up to \$17.49

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Our Entire Stock of Glove and Italian Silk Underwear 20% off



Flesh Batiste Gowns

Flesh batiste gowns, charmingly trimmed with delicate laces and ribbons, making very enticing fineries. An unusual assortment that you will vow should sell for \$4.50 each. Preposterous reduction **\$2.98**

Teddies at 98c

Flesh, satin and crepe teddies, with lace trimmings to add to their beauty. Good values at \$3.98 and \$4.50; but actually a miracle **\$2.98**

\$6.50 Philippine Underwear \$5.00

BEAUTIFUL HAND-MADE PHILIPPINE UNDERWEAR in a wonderful large assortment has been laid aside on a special table because we anticipate they will go Friday. Of course at this price no one will hesitate taking at least one. Skirts, gowns, envelope chemises and corset covers — irresistible attractions, always marked \$6.50. Happily reduced **\$5.00**

\$1.25 Underthings 98c

THIS TABLE BRIMFUL OF FRESH, CLEAN UNDERWEAR must be seen to be appreciated. My, such values! And look at these gowns, teddies, petticoats, corset covers and drawers. Beautiful materials, lace and embroidered. Fully worth \$1.25 each. Do you realize that we couldn't buy them at this price today? The bargain of the year **98c**

Athletic Union Suits \$1.59

LADIES' E. M. C. ATHLETIC UNION SUITS, made of fancy voile, dimity and batiste in white and flesh. Full cut with elastic back; \$1.75 and \$1.95 garments; SPECIAL PRICE **\$1.59**

Corset Covers 49c

LADIES' CORSET COVERS of very fine muslin lace, prettily trimmed with embroidery. Covers like these are generally offered for 59c and 75c. Buyers and Managers SPECIAL **49c**

Boys' and Girls' Union Suits 59c

Boys' and girls' waist nainsook union suits. A convenient 3-in-1 garment. Very neatly made and handsomely trimmed. Sizes 2 years to 12 years. Regularly \$5c. A saving at **59c**

Child's Princess Slips \$2.23

CHILDREN'S PRINCESS SLIPS. Sizes 4 to 16 years. Splendid material, some with lace trimmings, others carefully hand-embroidered. Garments that are cheap at \$2.98 and \$3.50. Featured for this occasion **\$2.23**

\$2.50 Women's Silk Union Suits \$1.39

Women's silk mull top mercerized lisle union suits, in the popular pink. These are tight knee styles in a good quality of lisle. A good \$2.50 garment, offered for the day **\$1.39**

\$5 Women's Underwear \$3.98

A beautiful lot of underwear, trimmed in exquisite laces and ribbons. Of fine nainsook. This charming assortment includes gowns, petticoats, envelope chemises, etc.; genuine \$5.00 values; sacrificed **\$3.98**

Women's Muslin Slipover Gowns 98c

Women's good muslin slip-over gowns with neat embroidery trimming. Before this gigantic sale they sold for \$1.50 and \$1.75. While the stock lasts they will be sold at prices prevailing before the war. Two limited to each customer. **98c**

(Basement.)

Ladies, Have You Ever Seen Such HOSE BARGAINS?

WOMEN'S LACE FULL FASHIONED SILK HOSE. These are lisle and quarter top and all silk. With lace ankle and the popular Paris checks. In black only. If we had the space we would devote half a page telling of the extraordinary values up to \$5.00. The present price is a pair **\$2.97**

WOMEN'S CELEBRATED MERRILL SILK HOSE, with mercerized top, heel, and toe. Noted for their fine thread, strength and wearing quality. Remember at any other time they would cost you \$2.50. It would be good economy to buy two or three pairs at this savings. Friday's special, a pair **\$2.89**

CHILDREN'S SILK HOSE. A much wanted \$1.00 quality that could not be duplicated at this price for our stock. Let the children benefit by this unusual 50 per cent reduction; **50c**

MISSES' RIBBED ALL SILK STOCKINGS. These are wonderful! All ribbed double heel and toe hose. In black, brown, and a few white and pink. Broken sizes. The early comers get the first pick of \$2.50 values; a pair **\$1.75**

WOMEN'S FULL FASHIONED SILK HOSE. Mercerized lisle top, heel and toe. Black, white and colors. The product of one of America's leading manufacturers. Sells in all other shops for \$2.50. Featured for this sale at less than today's factory cost. Specially reduced, a pair **79c**

WOMEN'S FULL FASHIONED SILK HOSE. All silk all the way. With double silk quarter top, heel, sole and toe. A heavy ingrain silk in white, black and colors. You will immediately recognize this as \$4.00 value. Can you miss such a bargain? A pair **\$2.50**

WOMEN'S SILK HOSE with seam in the back. Shaped ankles. Lisle quarter top, heel and toe. They are 18-inch silk in all sizes. Actual \$1.25 values. **98c**

WOMEN'S LILE THREAD HOSE, with seamed back. In white, black and colors. Double heel, sole and toe. A marvelous value selling regularly \$1.00 for 50c; 3 for **\$1.00**

Men's \$2, \$2.50, \$3, \$1.35 Wilson Union Suits 3 Suits for \$4.00

2,500 enthusiastic men are expected in our men's furnishing department Friday. You are one of them, because you have seen this spectacular announcement. 2,500 "Sealpax" union suits must go for less than cost to make this the gala day of the Buyers and Managers Sale. Would you hesitate at this offering? Read further.

Sanitary "Sealpax," made of high-grade pre-laundered nainsook and cotton pongee; also with sport top.

Sanitary "Sealpax," made of fiber satin and self-stripe madras tops. With fine bleached cambric and pin checked nainsook underbodies.

Sleeveless, knee length style with ventilated waist bands and a perfect closed crotch. Each garment is put up in a sanitary "Sealpax," in sizes 34 to 46.

Don't miss your chance to buy a \$2.00, \$2.50 or \$3.00 suit. This opportunity comes only once a year—at our GREAT BUYERS AND MANAGERS SALE. Be here early if you can **\$1.35**

Or 3 suits for \$4.00



Night Shirts

Men's fine sheer and pin checked nainsook nightshirts. Generously cut and neatly trimmed. Sizes 15 to 20, \$2.50 nightshirts; SPECIAL-PRICED for this occasion, each **\$1.85**

3 for \$5.50

Lisle Ribbed Union Suits

Men's fine ingrain lisle ribbed union suits of light summer weight, in the popular three-quarter length or ankle lengths with short sleeves. Sizes 34 to 50. Another strong Buyers and Managers sale feature which mustn't escape your attention. Think of it, everyday \$2.50 sellers for **\$1.79**

Or 2 suits for \$3.50

Men's Silk Socks at a Marvelous Reduction

5,000 pairs of Wilson Bros. silk socks reduced in price so that the men of Memphis are bound to remember the BIG Buyers and Managers sale.

Socks made of pure thread silk. Extra light weight for summer wear. Reinforced toes, high spliced heels and double soles. Colors navy, cordovan, tan, light and dark gray, purple, champagne, wine, black and white. Sizes 9 to 11½. The kind you always paid 90c for; SPECIAL **55c**

Men's Lisle Socks

A spectacular offering for men who prefer lisle socks. Real good quality half hose for men with extra reinforced heels and toes. Colors, navy, cordovan, gray, black and white. All sizes. Because of the slightest imperfections you get a regular **35c**

3 pairs for \$1.00

Exceptional Sale of Navy Taffeta Hats \$7.50 Values \$3.95

There is no color arrangement so pleasing to the feminine eye or the masculine heart as a combination of navy blue and white, as is shown in each one of these hats. Their popularity is assured.

For every occasion of the summer one may wear these taffeta hats, for the street, for travel, for dress, for sport, they are decidedly apropos. They are dust shedding—always appearing fresh and new.

We need not say more, we are sure, than that this specially arranged group presents some of the best hat values of the summer season. Just come in and see them.



Savings In All Departments

Read Each Item

ONE HUNDRED DOZEN UNBLEACHED HEMMED BATH TOWELS; regular 25c values. Hundreds will be sold at this reduction. Limited 6 to a person **15c**

1,500 YARDS 36-INCH FANCY WHITE WAISTINGS and dress voiles; regular price 85c yard. All go Friday **45c**

100 VICTORY OIL-CLOTH HAND-PAINTED BREAKFAST SETS; washable. Come early to get yours. \$1.50 values will clear quickly at, set **95c**

100 PIECES 38-INCH COLORED ORGANDIES in every color imaginable. This is our usual \$1.00 quality; **79c**

BOYS' WHITE CANVAS TENNIS SHOES, trimmed with brown leather. "Keds." Good wearing \$3.00 values; per pair **\$2.24**

150 PAIRS LADIES' WHITE KID PUMPS; turn soles, high arch, high covered Louis heels. All sizes, AAA to C widths. Regular \$10 values, sacrificed for the day. Be sure to get yours; pair **\$6.45**

200 PAIRS MEN'S WHITE CANVAS OXFORDS; blucher and straight lace styles. Slightly soiled. Therefore reduced from \$6.00 to, per pair **\$4.95**

PURE LINEN CLUNY LACES. Extraordinary luck! A fortunate purchase of these fine lace clunies—the first shipment we've had in 5 years just reached us. Widths ¼ to 1½ inches. Actual 15c and 20c values; **10c**

150 EXQUISITE SILK TRICOLETTE BLOUSES. Superior tricolettes, lavishly hand-embroidered in contrasting colors. All leading shades, including black and navy. The most wonderful blouses ever offered at this price. VALUES **\$7.88**

TO \$17. ONLY. VENTILATED CORSETS. Made of good heavy net, well boned, medium bust. Long skirt; four boss supporters. Just the thing for summer—so light and cool. Sizes 22 to 30. **\$1.79**

300 CHILDREN'S DRESSES; sizes 6 months to 12 years. All made of voile, chambray, dotted swiss and pique, stamped. Dainty stamps for embroidery or stamps can be washed out. White and colors. VALUES UP TO **\$1.49**

1,000 YARDS OF 30-INCH WASH SATINS. The finest in America. Extra heavy quality, all-silk and high luster, for summer dresses, skirts or lingerie wear. White, flesh and pink. Sold everywhere at \$4.50 a yard. **\$2.68**

BOYS' METAL TOP WITH celluloid sides and metal chain. This is a regular \$1.50 top. To make the youngsters happy. Sale price **98c**

BOYS' BLUE COTTON PIN CHECK PANTS; very serviceable; regularly priced at \$2.50. Buyers and Managers sale offering, special **\$1.95**